



VIEW Report

9/27/2016 1:49PM
Est # 415498
Mobile-Pensacola (Ft Walt) Jun16 C-DMA Nielsen Live+SD

Client: MAYOR TROY EPHRIAM*
Buyer:
Advertiser: Democratic - Mayoral
Product: Democratic - Mayoral
Sched Dates: 09/26/16 - 10/09/16

Lengths: 15
Dayparts: RT

AE: Scott Burton
Phone: 850-434-0704
Email: scott.burton@coxmedia.com

All-Wks Avg

Notes	Rate \$	RC %	RC \$	Unit/ WK	Unit Tot	DP Code	Src	Start Date	End Date	WK 1 - WK 2					WK 1 9/26 '16
										Prog Name	Rtg	Imp	CPP \$	Rch %	Freq
Mobile-Pensacola (Ft Walt) Jun16 C-DMA Nielsen Live+SD	\$960.00				54						0.6	13538	\$28	22.2%	1.5
1881, OnMedia/Mobile	\$960.00				54						0.6	13538	\$28	22.2%	1.5
CNN -TV	\$272.00				16						0.7	4400	\$24	7.6%	1.5
M-Su 7p-12m	\$24.00			4	8	RT	TP			AVG. ALL WKS<	»0.8	»319	\$30	5.5%	1.2
M-F 5a-9a	\$10.00			4	8	RT	TP			NEW DAY<	»0.6	»231	\$17	3.8%	1.2
ESPN-TV	\$492.00				8						0.9	2900	\$68	6.2%	1.2
M-Su 7p-12m	\$88.00			2	4	RT	TP			AVG. ALL WKS<	»1.3	»529	\$68	5.1%	1.0
M-F 5a-9a	\$35.00			2	4	RT	TP			AVG. ALL WKS<	»0.5	»196	\$70	1.8%	1.1
HLN -TV	\$60.00				12						0.8	3708	\$7	6.5%	1.4
M-Su 7p-12m	\$7.00			3	6	RT	TP			FORENSIC FILES<	»0.7	»289	\$10	3.9%	1.1
M-F 5a-9a	\$3.00			3	6	RT	TP			MORNING EXPRES	»0.8	»329	\$4	4.3%	1.2
TWC -TV	\$136.00				18						0.4	2530	\$21	4.1%	1.6
M-Su 7p-12m	\$12.00			4	8	RT	TP			AVG. ALL WKS<	»0.3	»130	\$40	2.2%	1.2
M-F 5a-9a	\$4.00			5	10	RT	TP			AMHQ<	»0.4	»149	\$10	2.9%	1.3
Total	\$960.00				54						0.6	13538	\$28	22.2%	1.5

All-Wks Avrg

	Wk 2 10/3 '16
Mobile-Pensacola (Ft Walt) Jun16 C-DMA Nielsen Live+SD	18
1881, OnMedia/Mobile	18
CNN -TV	4
M-Su 7p-12m	2
M-F 5a-9a	2
ESPN-TV	4
M-Su 7p-12m	2
M-F 5a-9a	2
HLN -TV	4
M-Su 7p-12m	2
M-F 5a-9a	2
TWC -TV	6
M-Su 7p-12m	2
M-F 5a-9a	4
Total	18

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
10/2016	\$960	54
Total	\$960	54

Market Summary

Wk 1 - Wk 2
Households
Tot \$\$ Unit Tol CPP GRP Rch % Freq

Mobile-Pensacola (Ft Wall) Jun16 C-DMA Nielsen Live+SD	\$960	54	\$28	33.8	22.2%	1.5
Total	\$960	54	\$28	33.8	22.2%	1.5

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Adjustments: Network Insertability and Network Carriage have been factored into calculations.

Mobile-Pensacola (Ft Wall) Jun16 C-DMA Nielsen Live+SD

Cable Zones: COX MEDIA, OnMedia/Mobile Metro

» Estimate information indicated has been supplied by the user.

Source Field Codes:

TP – Time Period

Disclaimers:

*Inventory is subject to availability.

*30-day written cancellation required.

*The advertiser and any agency and/or media placement service (collectively, "Customer") purchasing cablecast time for commercial announcements and/or programs (individually, a "Program" and collectively "Programs"), and Cox Media LLC ("Cox Media") agree to be bound to (i) the Cox Media Standard Terms and Conditions which are attached on the back of this form or on a separate page ("Ts&Cs"), (ii) this order/confirmation form; and (iii) any other order/confirmation form between the parties. The Ts&C and all order/confirmation forms constitute the entire agreement ("Contract") between the parties for the purchase of airtime. In the event of a conflict between the Ts&Cs and any order/confirmation form, the Ts&Cs will control.

By: _____

Customer Signature

By: _____

Cox Media LLC – Representative

Name: _____

Title: _____

Date: _____

Name: _____

Title: _____

Date: _____

VIEW Report

9/27/2016 2:21PM

Troy Ephriam Runoff \$1,500 schedule revised R2

Mobile-Pensacola (Ft Wait) Jun16 C-DMA Nielsen Live+SD

Client: Troy Ephriam

AE: Suzanne Banks-Russell

Buyer: Princess Miller

Asst: Melanie Powell

Advertiser: Troy Ephriam Relection

Phone: 251-314-9569

Product:

Sched Dates: 8/1/2016 - 8/23/2016

Lengths: 15
Dayparts: RT

Email: suzanne.banks-russell@coxmedia.com

All-Wks Avg

	Notes	Rate \$	RC %	RC \$	Unit/ Wk	Unit Tot	Unit Dur	DP Code	Src	Start Date	End Date	Wk 1 - Wk 2						
												Households						
												Prog Name	Rtg	Imp	CPP \$	Rich %	Freq	
Mobile-Pensacola (Ft Walt) Jun16 C-DMA Nielsen Live+SD		\$540.00				80						0.6	19077	\$11	30.2%	1.6		
1881 , OnMedia/Mobile		\$540.00			80							0.6	19077	\$11	30.2%	1.6		
BET -TV		\$132.00			24							0.6	5283	\$10	9.8%	1.3		
M-F 5a-9a		\$2.00			6	12	15	RT	TP			OFF AIR<		0.1	54	\$20	1.2%	1.3
M-Su 7p-12m		\$9.00			6	12	15	RT	TP			AVG. ALL WKS<		1.0	386	\$9	9.2%	1.3
VH1 -TV		\$110.00			20							1.0	7577	\$6	12.4%	1.5		
M-F 5a-9a		\$2.00			5	10	15	RT	TP			MY WIFE AND		0.8	317	\$3	6.2%	1.3
M-Su 7p-12m		\$9.00			5	10	15	RT	TP			AVG. ALL WKS<		1.1	441	\$8	9.1%	1.2
TV1 -TV		\$106.00			18							0.3	2041	\$19	3.7%	1.4		
M-F 5a-9a		\$2.00			4	8	15	RT	TP			VARIOUS		0.2	66	\$10	1.1%	1.2
M-Su 7p-12m		\$9.00			5	10	15	RT	TP			AVG. ALL WKS<		0.4	151	\$23	3.1%	1.2
BRVO-TV		\$192.00			18							0.6	4177	\$18	8.3%	1.3		
M-F 5a-9a		\$4.00			4	8	15	RT	TP			AVG. ALL WKS<		0.1	38	\$40	0.6%	1.2
M-Su 7p-12m		\$16.00			5	10	15	RT	TP			VARIOUS		1.0	387	\$16	8.0%	1.2
Total		\$540.00			80							0.6	19077	\$11	30.2%	1.6		

All-Wks Avrg

	WK 1 9/26 '16	WK 2 10/3 '16
Mobile-Pensacola (Ft Walt) Jun16 C-DMA Nielsen Live+SD	48	32
1881, OnMedia/Mobile	48	32
BET - TV	16	8
M-F 5a-9a	8	4
M-Su 7p-12m	8	4
VH1 - TV	12	8
M-F 5a-9a	6	4
M-Su 7p-12m	6	4
TV1 - TV	10	8
M-F 5a-9a	4	4
M-Su 7p-12m	6	4
BRVO-TV	10	8
M-F 5a-9a	4	4
M-Su 7p-12m	6	4
M-F 5a-9a	4	4
M-Su 7p-12m	6	4
Total	48	32

Broadcast Month Costs - Grand Total

Month	Gross Cost	Total Units
10/2016	\$540	80
Total	\$540	80

Market Summary	WK 1 - WK 2				
	Households				
Mobile-Pensacola (Ft Walt) Jun16 C-DMA Nielsen Live+SD	Tot \$	Unit Tol	CPP	GRP	Rch % Freq
	\$540	80	\$11	48.6	30.2% 1.6
Total	\$540	80	\$11	48.6	30.2% 1.6

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Mobile-Pensacola (Ft Wail) Jun16 C-DMA Nielsen Live+SD

Cable Zones: COX MEDIA, OnMediaMobile Metro

Source Field Codes:

TP – Time Period

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By: _____

Customer Signature

By: _____

Cox Media LLC – Representative

Name: _____

Title: _____

Date: _____

Name: _____

Title: _____

Date: _____

Weekley, Melanie (CMI-Southeast)

From: Banks-Russell, Suzanne (CMI-Pensacola)
Sent: Tuesday, September 27, 2016 3:03 PM
To: Weekley, Melanie (CMI-Southeast)
Subject: Fwd: troy

It's approved.

Sent from my iPhone

Begin forwarded message:

From: Princess Miller <princessvideoproductions@gmail.com>
Date: September 27, 2016 at 2:49:28 PM CDT
To: "Banks-Russell, Suzanne (CMI-Pensacola)" <Suzanne.Banks-Russell@coxmedia.com>
Subject: Re: FW: troy

Please express my frustration that is almost 40 spots less than the the last buy at the same dollar amount but let's roll with it

On Sep 27, 2016 1:56 PM, "Banks-Russell, Suzanne (CMI-Pensacola)" <Suzanne.Banks-Russell@coxmedia.com> wrote:

Princess,

Please reply with your approval for both schedules. Please give me a call when you've received this.

Sincerely,

Please click [here](#) to access upcoming Cox Media Programming Highlights.

Cox Media

Suzanne Banks-Russell | Media Consultant | 1201 Montlimar Drive, Suite 1000

coxmedia.com

Please consider the environment before printing this email.

From: Weekley, Melanie (CMI-Southeast)
Sent: Tuesday, September 27, 2016 1:27 PM
To: Banks-Russell, Suzanne (CMI-Pensacola) <Suzanne.Banks-Russell@coxmedia.com>
Subject: troy

Hey

I have built the schedule for the other nets.

Please have both of these signed off on and I'll attach it with the other political pw I have here ☺

Thanks,

Mel

Please click [here](#) to access upcoming Cox Media Programming Highlights.

COX Media

Melanie Weekley | Media Sales Service Specialist I

3405 McLemore Dr | Pensacola, FL 32514 | [850.469.4474](tel:850.469.4474) tel

coxmedia.com

Please consider the environment before printing this email.

